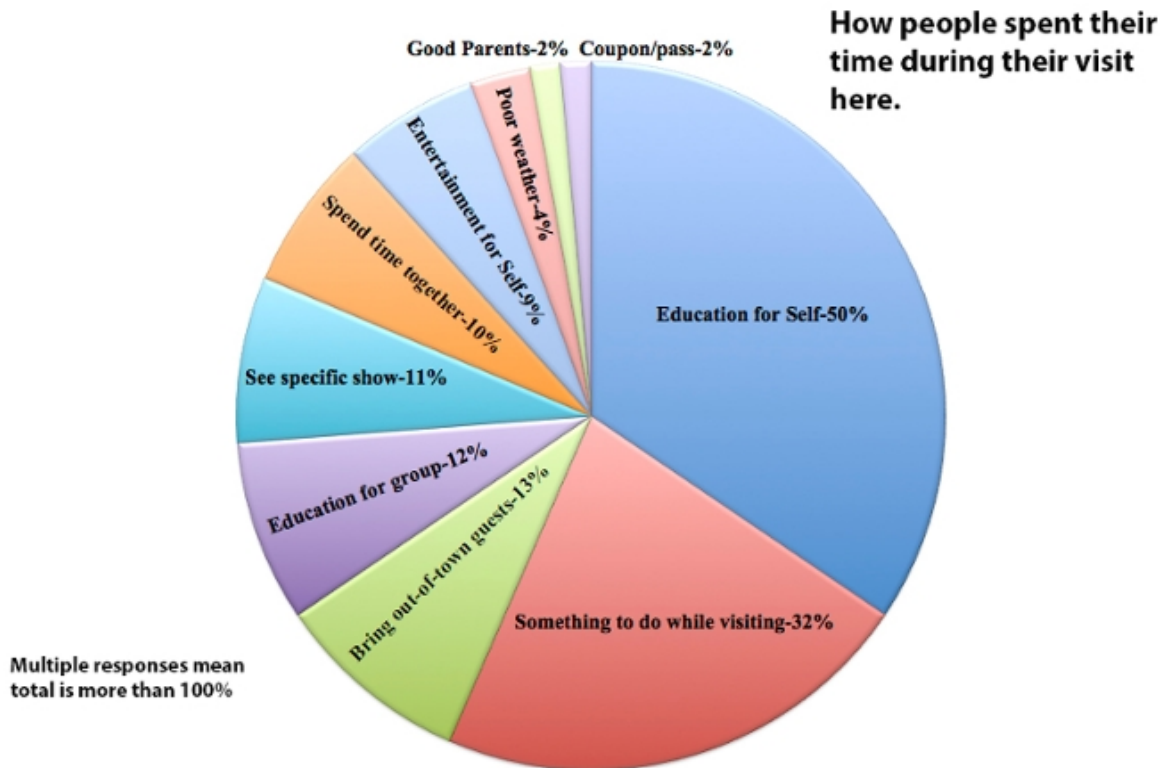


Getting to know you

March 1, 2017



Back in July we reported that several staffers here were helping the Bradbury be part of a national pilot program to collect data by surveying visitors to science museums. In February we received our first briefing on the data collected during the first six months of our survey. The information resulted from our participation in COVES, the Collaboration for Ongoing Visitor Experience Studies.

What's nice about this particular study is that we learn not only who our visitors are but also how our visitors compare (apples to apples) with visitors to other science museums. That's something we haven't been able to do before. Ultimately, we're hoping that this information will help us continue to improve the experience for you, our visitors.

If you consented to take the survey while you were here, we thank you. Your participation is very valuable to us.

And the survey says

Based on data regarding 326 individuals, our most common visitor is an out-of-town male, likely to be white, more than 45 years old, less likely to attend with children, and college educated. He earns a relatively high salary.

Why did you come here and what did you do?

After being asked to pick the top two reasons for visiting the Museum, half of those who responded to the survey indicated they came here to educate themselves (50 percent). The second highest response was “Something to do while visiting” (32 percent), followed by “Bring out-of-town guests” (13 percent).

Once here, almost everyone visited the Manhattan Project History Gallery (92 percent), and almost as many people watched our documentary film *The Town That Never Was* (79 percent). The next two highest percentages were for visiting the Nuclear Defense Gallery (75 percent) and learning about current Los Alamos National Laboratory research (57 percent).

Demographics by the numbers

For this first six months of data, we know that 54 percent of our visitors were male, with 44 percent of them being 45 to 64 years old and 33 percent were over 65. They were predominately from out of town (76 percent), and an almost identical number (77 percent) had no children with them.

More than 80 percent identified themselves as white, and most had attended college. Additionally, 45 percent indicated that they had graduate degrees and 34 percent said they had college degrees. In agreement with previous survey data, most (89 percent) said this was their first visit to the Museum.

When asked about income, 24 percent of survey respondents said they made more than \$150,000, and an equal percentage declined to answer the question. The next highest category of income was \$50,000 to \$74,000 (16 percent), followed by \$100,000 to \$149,000 (13 percent).

How do we compare?

While we currently have only preliminary information, one of the things under consideration is our “Net Promoter Score.” That score is of the number of people who responded positively to the question “How likely are you to recommend us to a friend or colleague” minus the number of people who responded negatively. This left us with a promoter score of 67 within a range of 57 to 82 for all the participating museums.

We also know that our response rate was very high, or 78 percent, within a range of 29 percent to 87 percent. Thanks again!

As the data continue to come in, we’ll keep you apprised of the results and of how we plan to respond to them.

Individuals at the Museum of Science in Boston and the Discovery Center Museum in Rockford, Illinois, lead COVES.

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